



Commons Board Meeting - Council Chambers, City Hall
September 11th, 2013
11:30 am EST

The Commons Board met on Wednesday, September 11th, 2013 at 11:30 am (EST) in the Council Chambers at City Hall.

Board Members Present: Sherry Stark and Ryan Brand

Others Present: Jamie Brinegar, Ryan Fitzpatrick, Jillian Keller, Jeff Logston, Heather Pope, Steve Risting, Casey Ritz, Karen Shrode, Ben Wagner

Board President Sherry Stark called the meeting to order and announced no official action would be taken unless a quorum convened before the end of the meeting. August Board meeting minutes will be approved at October's scheduled meeting.

Sherry reviewed the agenda and proposed moving the issue of the Subway Signage up in order to accommodate the Subway representative, Ryan Fitzpatrick. No objections.

Ryan Fitzpatrick, Director of Development and Maintenance for Estep and Company reported that Subway has had a 30% drop in sales since first opening with The Commons. Ryan noted signage is the first concern and proposed additional visibility in the 3rd Street windows.

Steve Risting stated no opposition with the proposed signage. Outside signage had not been originally considered with new construction because it was not a part of the original Commons. All signage will need to go through The Commons Board and City Planning for approval. Steve noted if Subway adds signage, all current or future tenants would need to be considered. Steve's preferences included a lighted sign to combat the frit on the windows and that the sign be installed on the inside of the windows.

Ryan Fitzpatrick also proposed banners on the light posts surrounding The Commons. Sherry Stark and Jeff Logston confirmed that there are established policies that reserve the banners for Not-For-Profit activities only.

Discussion took place regarding sandwich board easement requirements, right-of-way allowances and vehicular/pedestrian traffic visibility. Jamie Brinegar stated Parks and Rec's interest in assisting the tenants as much as possible and did not see issues with the proposed interior signage.

Ryan also proposed removing the front wall of the current space in order to open up the restaurant to the food court and allow for additional seating. Estep and Company has also shown interest in renting a portion of the front vacant retail space on Washington St.

All three proposals will need to come through The Commons Board first followed by the Planning Commission. Sherry Stark asked Ryan to return for the October Board meeting in order to present again when quorum action could be taken.

Heather Pope suggested the Board develop a sign policy for the building. Steve Risting agreed to draft a policy for the Board's consideration.

Jeff Logston provided the City Attorney Update. He stated Cummins is still trying to finalize the easement for the loading dock area.

Steve Risting provided the architectural report. The sun shades are installed and operational. The sky light shades still need cabling installed underneath the shades to prevent drooping. Cabling installation will work around the current events taking place at The Commons. The fascia covers will also be installed at a later date. The shades will be complete within the \$65,000 allowed budget.

Jillian Keller submitted The Commons report. Revenue is currently at \$130,000. The total revenue for The Commons for 2013 was \$140,000.

Jillian also submitted the pricing proposal. The proposal includes having private events that are not 501(c)(3) such as weddings and birthdays use the "For-Profit" pricing. Jillian also proposed that the discount applied for booking two consecutive time blocks be dropped to 10% instead of the current 20%. This adjustment would potentially increase The Commons revenue by \$11,000 yearly. Jillian also stated the verbiage on the two separate contracts would now state 501(c)(3) and "base price" instead of "Not-For-Profit" and "For-Profit." The increase in revenue should help make up for the proposed free programming of monthly events.

Ryan Brand stated that he and George Dutro will present a proposed policy for use of the display cases at The Commons at the next Board meeting.

Karen Shrode provided the Art's Council report. Uncommon Cause is Bollywood themed this year at The Commons. The event is scheduled for October 26th, 2013. She also reported ArtBreak Day was successful.

Jamie Brinegar provided an update on The Commons Manager position. He stated 62 applicants were reviewed. There were 15 selected for a first round of interviews and 5 for second round interviews. Interviews are now complete and they hope to make an offer by the end of the week.

Casey Ritz announced that the green roof has been repaired and will improve with additional rain.

Meeting adjourned.

Next Meeting: Wednesday, October 9th, 2013